

DESIGN GUIDELINES FOR SIGNS

CITY OF MOUNTAIN VIEW
COMMUNITY DEVELOPMENT DEPARTMENT

ARTICLE A36.38 - SIGNS

A36.38.010 - Purpose

The City of Mountain View finds that signs have a strong visual impact on the character and quality of the community. As a prominent part of the visual environment, they attract or repel the viewing public, announce or obscure the location of businesses and other uses, affect the safety of vehicular traffic, and their suitability or appropriateness helps to set the tone of the neighborhood in which they are located. Most signs in the City of Mountain View are displayed to both the vehicular and pedestrian public and in various historic, residential, commercial and industrial districts. It is the intent of the City of Mountain View, through this comprehensive sign approach, to protect and enhance the City's historic and residential character and its economic base through provision of appropriate and aesthetic signing. In addition, it is the intent of the City to regulate the size, type and location of signs in order to provide utility to the user while minimizing their negative affects on the aesthetic values of the community and on safety issues relative to vehicular and pedestrian traffic.

In view of these facts, the City of Mountain View adopts the policy that the signs should serve primarily to identify an establishment, organization or enterprise. As identification devices, signs must not subject the people of the City to excessive competition for their visual attention. As appropriate identification devices, signs must harmonize with the visual characteristics of the building, the neighborhood and other signs in the area.

A36.38.020 – Sign Permit Requirements

- A. It shall be unlawful for any person or agent to construct, maintain, display or alter or cause to be constructed, maintained, displayed or altered, a sign within the City of Mountain View, except in conformance with this Chapter.
- B. Signs shall only be constructed, displayed or altered with sign permits approved through Development Review in accordance with Section A36.52 (Development Review), except for the specific signs listed in Section A36.38.040 through and including A36.38.040.E (Exempt Signs) and community interest signs in accordance with Section 36.38.060.B.1, which shall not require approval.
- C. A sign program, that consists of a visual or written system of signage for a multiple-building or multiple-occupant site which defines a visual design common theme for signage that is compatible with the applicable structures and uses, may be required as part of a development review application for multi-tenant structure(s), or as deemed necessary by the Zoning Administrator, to ensure compliance with the provisions of this Article, consistent with Article A36.80 (Applications, Hearings and Appeals).

A36.38.030 - Applicability

Signs shall only be erected or maintained as established by this Article. The number of permitted signs and the size of sign(s) permitted by this Article are maximum standards which do not necessarily ensure architectural compatibility. Therefore, in addition to the enumerated standards of this Article, consideration shall be given to the relationship of the sign to the overall appearance of the subject property as well as to the surrounding community. This Article shall not apply to public or civic event signs installed in the public rights-of-way.

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A36.38.040 - Exempt signs

The following signs shall not require approval nor shall the area of these signs be counted as part of the maximum sign area permitted for any site or use:

- A. **Open/closed sign.** One "open" or "closed" window sign less than two (2) square feet.
- B. **Flag.** An American, California, or City flag. The flag shall not exceed eight feet (8') in length or ten feet (10') in height.
- C. **Business information signs.** Business information signs are signs informing business patrons of hours of business, "help wanted", accepted credit cards or other general business information, but do not include separate identification of the specific business or advertisement of products, services or sales. Such business information signs shall be gathered in one location unless otherwise approved by the Zoning Administrator, and shall not exceed a total of two (2) square feet.
- D. **Open house sign.** In addition to other Real Estate Signs permitted by this Article, one "open house" sign not exceeding three (3) square feet is permitted provided it is located on the particular premises which is for sale, lease or rent, and posted only when a salesperson is present.
- E. **Undeveloped acreage real estate sign.** For undeveloped acreage, one non-illuminated real estate sign shall be permitted, and shall not exceed one-quarter ($\frac{1}{4}$) of one (1) square foot for each linear foot of site frontage, to a maximum of fifty (50) square feet, and shall not exceed a height of six feet (6') above the surface of the street.

A36.38.050 - Prohibited Signs

The following signs are inconsistent with purposes of the City's comprehensive sign approach and the sign standards outlined in this Article, and are therefore prohibited:

- A. Abandoned signs, or signs advertising or publicizing an activity, service or product not conducted on the premises upon which the sign is maintained, except for community interest signs permitted by Section A36.38.060.B.1 or signs specifically permitted in a zone district or precise plan;
- B. Animated, moving, flashing, blinking, reflecting, revolving, or any other similar moving or simulated moving sign;
- C. Balloons, gas-filled balloons, flags (except for those outlined in Section A36.38.040.B), banners (except as provided in Section A36.38.060.D.6), and pennants;
- D. Signs on benches, bicycle racks, shopping cart corrals or other site appurtenances, except for simple, non-illuminated directory or owner identification signs not exceeding two (2) square feet;
- E. Off-site signs, except as permitted in Section A36.38.060.D;
- F. Signs mounted on the roof or above the lower eave line of a mansard or similar roof;

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Section A36.38.050 – Prohibited Signs (cont.)

- G. Signs on public property or in a public right-of-way, except for publicly installed traffic and street identification signs, approved special event signs or other signs expressly permitted by this Code (such as, political signs);
- H. Signs painted on or affixed to fences or roofs;
- I. Signs that simulate in color or design a traffic sign or signal, or which make use of words, symbols or characters in a manner which could interfere with, mislead or confuse pedestrian or vehicular traffic;
- J. Temporary signs, including but not limited to, "A" frame signs and sandwich boards, any sign attached to utility or street name poles and any product or temporary sign mounted or painted on a vehicle parked or located so as to function as an identification or directional sign(s) identifying a business or product; and
- K. Windblown devices, including but not limited to windmills, kites, display flags, streamers, balloons, blimps, or similar devices designed to attract attention to a property or business by moving in the wind.

A36.38.060 - Sign Regulations

- A. **General sign regulations.** The following general regulations apply to all signs unless specifically modified by sign standards for individual zone districts.
 - 1. **Measurement of sign area.** Sign area for all signs permitted by this Article shall be measured by means of the area of one rectangular or circular shape that encloses all sign elements except the support structure. For signs consisting of individual letters and/or graphics mounted on a building wall or window, the sign area shall be measured by means of the area of one rectangular or circular shape that encloses all of the letters and graphics that constitute the sign. Aggregate sign area is the area of all signs on the property or occupancy, except for Exempt Signs and Real Estate Signs.
 - 2. **Relationship to structures.** Each sign shall complement the architectural style and setting of the structure or use represented. Building wall and fascia signs shall be compatible with the predominant visual elements of the structure(s), including but not limited to construction materials, color, or other design feature consistent with Section 36.38.070 (Findings). Each free standing/monument sign shall be designed to compliment the architectural character of the adjacent structure(s). Commercial centers, offices, industrial complexes, and other similar facilities with multiple signs may be required to incorporate a sign program in compliance with the provisions of this Article which shall have a compatible visual design common in theme to all applicable structures and uses.
 - 3. **Relationship to other signs.** Multiple tenant developments on single properties are encouraged and may be required as a condition of project approval to establish a program for overall coordination of signing for the development. Where there is more than one sign, all signs should be complementary to each other in the following ways:

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A36.38.060.A.3 – General Sign Regulations, Relationship to Other Signs (cont.)

- a. Letter size and style of copy;
 - b. Shape of total sign and related components;
 - c. Type of construction materials (sign or letter frame, sign copy, supports, etc.); and
 - d. Method used for supporting sign (wall or ground base).
4. **Landscaping.** Each free standing/monument sign shall be located within a planted landscaped area. The size, shape and design of the landscaped area shall relate to the size, shape and design of the sign and provide a base on the ground appropriate to the sign structure as determined through the Design Review Process.
5. **Signs in street right-of-way or interfering with sight distance.**
 - a. No sign shall be located in or project into the present or future right-of-way (ROW) of any public street unless such location or projection is specifically authorized by other provisions of this Code and has secured all necessary permits, including an encroachment permit.
 - b. No sign shall be designed, located or constructed so as to interfere with the sight distance of motorists/cyclists proceeding on or approaching adjacent streets, alleys, driveways or parking areas, or of pedestrians proceeding on or approaching adjacent sidewalks or pedestrian ways.
6. **Signs over driveways.** All parts of signs, except for height limitation warning signs, suspended over or projecting into the area above a driveway located on private property shall be located at least fifteen feet (15') above the surface of the driveway.
7. **Signs over public sidewalks and pedestrian ways.** All parts of signs suspended over or projecting into the area above a public sidewalk or pedestrian way shall be situated at least eight feet (8') above the surface of the sidewalk or pedestrian way unless a lower height is specifically permitted within a zone district or precise plan.
8. **Construction standards.** All permanent signs shall be professionally constructed of high quality, durable materials that complement the adjacent building and surrounding community and shall be designed to be vandal and weather resistant.
9. **Maintenance.** To avoid visual blight and public safety hazards, all signs shall be properly maintained, with all parts in proper working order, finishes maintained in weather resistant condition, and all parts of the sign firmly affixed to the building or other support structure.
10. **Sign removal and repair.** If a sign is removed or replaced with a different size sign, the remaining sign structure of a freestanding sign or the wall of the building to which the sign was attached shall be repaired, patched, painted and otherwise restored to match the rest of the structure or building wall. If no sign is placed on a freestanding sign pole or monument, the entire pole or monument shall be removed.

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A36.38.060.B – Sign Regulations, Multiple Zoning Districts

B. Signs allowed by permit in multiple zoning districts. The following signs are allowed in all zoning districts where the use being advertised is allowed, subject to these regulations and issuance of a sign permit, and shall not be counted as part of the maximum allowed sign area per Section A36.38.060.C, except as noted:

1. **Community interest sign, private property.** A single designated area not exceeding six (6) square feet of a single window of an occupancy may be approved to allow display of a maximum of two ancillary, temporary, professionally prepared posters announcing an event of general community interest in addition to any permanent signs allowed. Said poster(s) shall not include the name of the business or property displaying the poster. Said posters shall not require individual City approval, but shall be dated on the sign and shall be removed within thirty (30) days of the posted date or upon conclusion of the event, whichever occurs first.
2. **Construction sign.** No more than one temporary sign per street frontage adjacent to the project, advertising the various construction trades participating in the project, shall be permitted. On a site less than one (1) acre, the sign shall not exceed thirty-two (32) square feet in sign area or six feet (6') in height. On a parcel of land of one acre or more, the sign shall not exceed fifty (50) square feet in sign area or ten feet (10') in height. The sign shall not extend beyond the subject property nor interfere with any traffic safety visibility area of the parcel (in compliance with Section 36.27.14, Corner Setbacks). The sign shall be unlighted. The sign may remain on the property until the last unit is sold, rented or leased or for one (1) year, whichever period is less; provided, however, that the Zoning Administrator shall have the authority to extend the time period for a maximum of one (1) additional year.
3. **Temporary subdivision sign.** No more than one on-site, temporary subdivision sign declaring a group of parcels, dwellings or occupancies within a subdivision for sale, rent or lease shall be permitted for each pre-existing street frontage of the subdivision site. On a site less than one acre, the sign shall not exceed thirty-two (32) square feet in sign area or six feet (6') in height. On a parcel of land of one (1) acre or more, the sign shall not exceed fifty (50) square feet in sign area or ten feet (10') in height. The sign shall not extend beyond the subject property nor interfere with any traffic safety visibility area of the parcel (in compliance with Section 36.27.14, Corner Setbacks). The sign shall be unlighted. The sign may remain on the property until the last unit is sold, rented or leased or for one (1) year, whichever period is less; provided, however, that the Zoning Administrator shall have the authority to extend the time period for one (1) additional year.
4. **Grand opening banners, temporary.** No more than one temporary banner per occupancy frontage announcing a new business opening may be displayed for a maximum period of thirty (30) days. Said banner(s) shall be dated on the sign and shall be removed within thirty (30) days of the posted date.
5. **Permanent tract or neighborhood signs.** Permanent tract or subdivision signs located at the street entrance or entrances to the appurtenant tract or neighborhood may be permitted through the Development Review process in accordance with Section A36.52 (Development Review). Said signs shall contain only the name of the tract or neighborhood, shall consist of landscaped, decorative masonry walls or

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Section A36.38.060.B.6 – Permanent Tract or Neighborhood Signs (cont.)

structures, and shall be unlighted or provided with indirect illumination. Any such sign shall not encroach into the corner sight visibility triangle or exceed the street setback height limit except as specifically approved by the Zoning Administrator.

6. **Barber poles.** Any barber shop shall be entitled to display a single barber pole in addition to any other signs allowed by this Article. The size, location and method of mounting to the building shall be as approved through the Development Review process in accordance with Section A36.52 (Development Review).
7. **Readerboards.** Readerboards are portions of signs with message elements or sign copy that may be readily changed through the use of individual letters or characters, separate panels or electrical messages, including price signs. Such sign elements shall be designed as a part of and integrated fully with the architectural design of any other sign permitted on the same parcel of land; except that churches, theaters, places of entertainment or other similar use where programs or performances change on a routine basis may establish a separate readerboard sign in addition to any primary signs allowed in the applicable zone district. All readerboards shall be counted towards and shall comply with the sign area limitations of the zone district in which the sign is located.
8. **Directional sign.** Signs necessary for public convenience and safety, not exceeding four (4) square feet in size or three feet (3') in height, containing information such as "entrance," "exit," or directional arrows designed to be viewed by on-site pedestrians or motorists.
9. **Window signs.**
 - a) Commercial uses with ground floor frontage may have window signs in addition to otherwise permitted building mounted or freestanding signs. A maximum of one window sign is permitted per window pane or framed window area on the ground floor and shall not occupy more than twenty-five percent (25%) of the total transparent glass area of those windows parallel to the street on the ground floor of that use, excluding the area of any glass doors, or one (1) square foot per one (1) linear foot of occupancy frontage on a public street, whichever is less. The maximum height of lettering on window signs shall not exceed twelve inches (12"). Except for neon signs where permitted, window signs shall be non-illuminated or internally or indirectly illuminated only, and shall consist of painted or gold leaf lettering directly on glass; plastic, wood, metal or other high quality solid material; or solidly framed posters or sign boards. Neon signs within four feet (4') of a window may be permitted as a window sign provided that i) all electrical supply cords and conduits and electrical transformers are hidden from view through the window, and ii) all necessary permits, including electrical and/or building permits, have been obtained.
 - b) Commercial uses on the second floor of multiple story buildings may have window signs in addition to otherwise permitted building mounted or freestanding signs. A maximum of one (1) window sign is permitted per window pane or framed window area on the second floor and shall not occupy more than fifteen percent (15%) of the total second floor, transparent glass area of those

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Section A36.38.060.B.10 – Window Signs (cont.)

windows parallel to the street of that use. The maximum height of lettering on window signs shall not exceed twelve inches (12"). Second floor window signs shall be non-illuminated, and shall consist of painted or gold-leaf on the glass surface.

- c) Window signs above the second floor shall not be permitted.
 - d) Any graphics, displays or sign panels with lettering more than one inch (1") high, mounted within four feet (4') of a window shall be considered a window sign subject to these provisions, except for: i) displays with lettering less than one inch (1") high; ii) products on shelves for sale to the public, and; iii) framed information panels with at least eighty percent (80%) of area of text in lettering less than one inch (1") high.
- 10. **Signs appurtenant to Conditional Uses.** In conjunction with or subsequent to the granting of a Conditional Use Permit, the Zoning Administrator may authorize signs pertinent to such Conditional Uses and, based on the sign regulations for Permitted Uses within the applicable zoning district, may impose special restrictions on their size, height, lighting, shape, color and location. Unless otherwise allowed within the conditions of the Conditional Use Permit, modifications or changes to such signing for a Conditional Use shall be subject to a further Conditional Use Permit hearing and potential modification or conditions, except where the change to the sign is to reduce the area and clearly improve the appearance of the sign, in which case the modification may be approved through the Design Review process.
 - 11. **Freestanding signs for multiple-tenant retail developments** where permitted by the applicable zone district. Freestanding signs for shopping centers located on sites four acres or more in size may identify only the center name and/or one major tenant. On sites less than four acres, the freestanding sign may identify the name of the center and a maximum of five (5) tenants.
 - 12. **Height limit, exposed light signs.** No part of a sign provided with neon or other exposed florescent or incandescent light sources shall exceed a height ten feet (10') above the surface of the adjacent street.
- C. **Signs allowed by permit in specific zoning districts.** The following signs are permitted in the individual zoning districts, subject to compliance with all provisions of this Article, including approval through the Design Review process as set forth in Section A36.52. The sign regulations listed below are the maximum permitted standards and may be reduced to ensure architectural compatibility, including the sign's relationship to the overall appearance of the building and subject property and to the surrounding community. In the event a conflict arises between the text of this Article and the following table, the text shall prevail.
- In the following tables, abbreviations and symbols are used and shall have the following meanings:
- 1) "sq. ft." shall mean total square footage as measured by one rectangular or circular shape that encloses the all sign elements except the support structure.

Section A36.38.060.C - Permitted Signs by Zoning District (cont.)

- 2) "ft." shall mean "foot" or "feet," a linear measurement.
- 3) "ht." shall mean "height."
- 4) "=" shall mean "equal" as in "exactly equivalent to"; for example, "maximum ht.= 9 ft." shall mean "maximum height equals nine feet (9')."
- 5) "ROW" shall mean "right-of-way", the line of easement or dedicated land used as a public street or alley.
- 6) "N/A" shall mean "not applicable."
- 7) "%" shall mean "percent."

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Section A36.38.060.C - Permitted Signs by Zoning District

Zoning District	Maximum Permitted Aggregate Sign Area	Permitted Occupancy Signs	Permitted Site Signs	Special Signs	Building Real Estate Signs (see also A36.38.040.E)
A	32 sq. ft.	None	One sign, maximum ht.=12 ft., unlighted, no closer than 15 feet to ROW	N/A	N/A
R1	1 sq. ft.	One sign, area = 1 sq.ft., maximum ht. = 9 ft., unlighted or indirect or interior illuminated, mounted on building, fence or mail box	None	N/A	One sign, maximum of two faces, 4 sq. ft. per face, maximum ht. = 5 ft. unless placed in window, unlighted.
R2	1 sq. ft. per occupancy up to maximum = 6 sq. ft.	One sign per occupancy, area =1 sq. ft., maximum ht.= 9 ft., unlighted or indirect or interior illuminated, mounted on building, fence or mail box	None	PUD with more than 3units: one additional project identification sign, maximum area =4 sq. ft., maximum ht.= 3 ft., unlighted or indirect or interior illuminated, freestanding.	Two signs, max. two faces, 4 sq. ft. per face, maximum ht. = 5 ft. unless placed in window, unlighted.
R3, R3D	5 sq. ft per acre, minimum allowed = 25 sq. ft., maximum allowed = 50 sq. ft.	One sign per building, attached to building, located below eave line, unlighted or indirect or interior illuminated.	One sign, attached to building below eave line or freestanding. Freestanding maximum ht.= 10 ft., no closer than 10 ft. to ROW.	Main and real estate signs, for Single-family, Duplex, or Small lot single family shall follow the sign standards for the R1 or R2 District as appropriate.	One sign, maximum area = 12 sq. ft., attached to building below eave line or 6 sq. ft. if added to freestanding site sign, unlighted.
R2M	5 sq. ft per acre, minimum allowed = 25 sq. ft., maximum allowed = 50 sq. ft.	Each Mobile Home Park shall provide at or near the entrance to the park an illuminated directory, including a map showing location of all lots and street names.	One sign, attached to building below eave line or freestanding. Freestanding maximum ht.= 10 ft., no closer than 10 ft. to ROW.	Main and real estate signs for Single-family Duplex, or Small lot single family shall follow the sign standards for the R1 or R2 District as appropriate.	One sign, maximum area = 12 sq. ft., attached flat to principal building below eave line, unlighted.

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Section A36.38.060.C - Permitted Signs by Zoning District (continued)

Zoning District	Maximum Permitted Aggregate Sign Area	Permitted Occupancy Signs	Permitted Site Signs	Special Signs	Building Real Estate Signs (see also A36.38.040.E)
CN	N/A	Two per occupancy. First sign minimum allowed area = 15 sq. ft./ maximum = 100 sq. ft., attached to building, maximum ht. = 15 ft. and below eave, unlighted or indirect or interior illumination. Second sign - see Special Signs.	One sign, freestanding, for center with minimum of 4 acres. Maximum of 2 faces, aggregate area = 200 sq. ft., maximum ht. = 20 ft., unlighted or indirect or interior illumination.	Pedestrian oriented occupancy sign with maximum of 2 faces, maximum area = 6 sq. ft. per face, attached flat to building or hung from canopy or eave above on-site sidewalk, indirect or interior illumination.	One sign per occupancy, maximum area = 8 sq. ft., attached flat to building wall and below eave, unlighted.
CG	N/A	One sign per occupancy frontage, maximum of 2 faces, maximum area per face = 25 sq. ft., located below eave.	One sign per lot, maximum of 2 faces, maximum area = 150 sq. ft. per face, maximum height = 30 ft., may be freestanding.	N/A	One sign per occupancy, maximum area = 8 sq. ft., attached flat to building wall and below eave, unlighted.
C3	Total of all signs not to exceed 2% of gross floor area or 1 sq. ft. per foot of lot frontage. If two street frontages, only count one frontage to which sign is facing. Minimum of 10 sq. ft. per tenant.	One sign per street frontage, maximum area per sign = 100 sq. ft., building mounted or mounted on canopy not extending into ROW. Individually mounted letters, may be illuminated, or painted sign on building, unless other design found more compatible.	One freestanding sign per lot, maximum of 2 faces, maximum area per face = 75 sq. ft., maximum ht. = 12 ft. for lots under 120 ft. wide/ = 15 ft. for lots wider than 120 ft., must be located within landscaping and must be design compatible with building.	Decorative graphics in addition to building sign area, on building, size clearly secondary to main sign, must complement building and main sign in color and style. Pedestrian-oriented sign, one per occupancy, maximum area = 3 sq. ft. per face, unlighted.	One sign per occupancy, maximum area = 8 sq. ft., attached flat to building wall and below eave, unlighted.

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Section A36.38.060.C - Permitted Signs by Zoning District (continued)

Zoning District	Maximum Permitted Aggregate Sign Area	Permitted Occupancy Signs	Permitted Site Signs	Special Signs	Building Real Estate Signs (see also A36.38.040.E)
O	N/A	One sign per principal building, maximum area = 20 sq. ft., mounted flat against building, cannot extend above eave, unlighted or indirect illumination.	One sign, freestanding, maximum area = 50 sq. ft., maximum ht. = 10 ft., unlighted or indirect illumination.	N/A	One sign per occupancy, maximum area = 8 sq. ft., attached flat to building wall and below eave, unlighted.
ML	Total of all signs not to exceed ½ sq. ft. per foot of lot frontage. Minimum of 10 sq. ft. per tenant.	One sign per occupancy. If building mounted, located near main entranceway, cannot extend above eave and cannot be mounted above first floor. If freestanding, maximum ht. = 10 ft., must be located in landscaped area.	One sign per lot. If building mounted, located near main entranceway, cannot extend above eave and cannot be mounted above first floor. If freestanding, maximum ht. = 10 ft., must be located in landscaped area.	Decorative graphics, counted in total sign area, mounted on building, size clearly secondary to main sign, must complement building and main sign in color and style.	One sign per occupancy, maximum area = 8 sq. ft., attached flat to building wall and below eave, unlighted.
MM	Total of all signs not to exceed ¾ sq. ft. per foot of lot frontage. Minimum of 10 sq. ft. per tenant.	One sign per occupancy. If building mounted, located near main entranceway, cannot extend above eave and cannot be mounted above first floor. If freestanding, maximum ht. = 10 ft., must be located in landscaped area.	One sign per occupancy. If building mounted, located near main entranceway, cannot extend above eave and cannot be mounted above first floor. If freestanding, maximum ht. = 10 ft., must be located in landscaped area.	Decorative graphics, counted in total sign area, mounted on building, size clearly secondary to main sign, must complement building and main sign in color and style.	One sign per occupancy, maximum area = 8 sq. ft., attached flat to building wall and below eave, unlighted.

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Section A36.38.060.C - Permitted Signs by Zoning District (continued)

Zoning District	Maximum Permitted Aggregate Sign Area	Permitted Occupancy Signs	Permitted Site Signs	Special Signs	Building Real Estate Signs (see also A36.38.040.E)
PF	5 sq. ft. per acre, allowed minimum = 25 sq. ft. maximum sign area = 100 sq. ft.	One sign per building, mounted flat on building wall, maximum area = 10 sq. ft.	One sign per lot. If building mounted, located near main entranceway, cannot extend above eave and cannot be mounted above first floor. If freestanding, maximum ht. = 10 ft., must be located 10 ft. from any property line. Sign unlighted or indirect illumination.	N/A	One sign per lot, maximum area = 12 sq. ft., attached flat to building wall and below eave, unlighted.
F	N/A	N/A	One sign per lot, maximum area = 32 sq. ft., maximum ht. = 10 ft., not located within 15 ft. of ROW, unlighted or indirect illumination.	N/A	N/A
P	See individual Precise Plans. See Section A36.38.070.C for sign regulation for Downtown. Sign provisions of Precise Plans are enforceable as a regulation of this Chapter.				

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Section A36.38.060.D – Sign regulations pertaining to Downtown Precise Plan

- D. Sign regulations pertaining to the Downtown Precise Plan area.** The following signs are permitted in the Downtown Precise Plan area, subject to compliance with all provisions of this Article, including approval through the Design Review process as set forth in Section A36.52. The sign regulations listed below are the maximum permitted standards and may be reduced to ensure architectural compatibility, including the relationship of the sign to the overall appearance of the building and subject property and to the surrounding community. Unless otherwise stated, signs shall be unlighted, or may be indirectly or internally illuminated as approved in the Design Review process.

Measurement of sign area. The sign area for all signs permitted by this Article shall be measured by means of the area of one rectangular or circular shape that encloses all sign elements except the support structure. For signs consisting of individual letters and/or graphics mounted on a building wall or window, the sign area shall be measured by means of the area of one rectangular or circular shape that encloses all of the letters and graphics that constitute the sign. Aggregate sign area is the area of all signs on the property or occupancy, except for Exempt Signs and Real Estate Signs.

1. Primary occupancy signs.

- a. **Commercial, Building-Mounted:** No more than one (1) sign per public street or alley frontage shall be permitted and the maximum allowable sign area shall not exceed one (1) square feet per one foot (1') of occupancy frontage. Said sign shall be mounted flat against building or awning, shall be mounted below second floor windows, with design integrated with, and complementary to, façade design. For occupancies on side streets crossing Castro Street, this sign may project at an angle to the building for visibility from Castro Street. For occupancies fronting on a side street with a second frontage on an alley, the sign may be on the alley side of the building. Neon may be used for primary, commercial, building-mounted signs.
 - b. **Residential:** Signs as permitted in the R3 District.
 - c. **Monument Signs:** If building entrance is setback a minimum fifteen feet (15') from public street right-of-way line on which the building fronts, no more than one freestanding sign is permitted in addition to building-mounted sign. The maximum monument sign area shall not exceed thirty (30) square feet per face, and the maximum height shall not exceed six feet (6').
- 2. Pedestrian signs.** No more than one sign per storefront shall be permitted, however, said sign may display multiple tenant names if there are multiple tenants in one store front. The maximum size shall not exceed two by three feet (2' X 3'). The minimum height above sidewalk shall not be less than eight feet (8'). The pedestrian sign shall be supported by decorative chain or bracket, designed and constructed with high level of craftsmanship and detail. Creative signs symbolizing the identity of the business are encouraged.

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Section A36.38.060.D.3 – Downtown Sign Regulations – Directory Signs

3. **Directory signs.** For multiple story buildings, no more than one sign listing multiple tenants in the building is permitted. Said sign shall be located on ground floor. The maximum letter height for tenant names shall not exceed two inches (2"). The sign design must be compatible with the building design and materials. If a second or third floor tenant has separate entry on the street, one Pedestrian Sign is permitted per such tenant entry. Such sign shall be placed near the tenant street entry.
4. **Window signs.**
 - a. **First floor window signs.** The regulations listed in Section A36.38.060.B.10 shall apply. A maximum of one (1) window sign related to the occupancy is permitted per window pane or framed window area on the ground floor and shall not occupy more than twenty-five percent (25%) of the total transparent glass area of those windows parallel to the street on the ground floor of that use, excluding the area of any glass doors, or one (1) square foot per one (1) linear foot of occupancy frontage on a public street, whichever is less. The maximum height of lettering on window signs shall not exceed twelve inches (12"). Window signs in the Downtown Precise Plan area shall be professionally designed and constructed and shall be limited to gold leaf or painted signs on the glass, or other high quality graphics material that has been approved by the Zoning Administrator. Neon signs within four feet (4') of any window are permitted provided that i) all electrical supply cords and conduits and electrical transformers are hidden from view through the window, and ii) all necessary permits, including electrical and/or building permits, have been obtained.
 - b. **Second floor window signs.** Commercial uses that are located on second floors of multiple story buildings and that do not have ground floor occupancy may have window signs in addition to otherwise permitted building mounted or freestanding signs. A maximum of one (1) window sign is permitted per window pane or framed window area on the second floor and shall not occupy more than fifteen percent (15%) of the total second floor, transparent glass area of those windows parallel to the street of that use. The maximum height of lettering on window signs shall not exceed twelve inches (12"). Second floor window signs shall be non-illuminated, and shall consist of paint or gold-leaf on the glass surface.
 - c. Window signs above the second floor are prohibited.
 - d. Except as otherwise provided, paper, cardboard, plastic, chalk- or white-board signs are prohibited.
 - e. **Window graphics and displays.** Any graphics, displays or sign panels with lettering more than one inch (1") high, mounted within four feet (4') of a window shall be considered a window sign subject to these provisions, except for: (i) displays with lettering less than one inch (1") high; (ii) products on shelves for sale to the public, or; (iii) framed information panels with eighty percent (80%) of the area of text in lettering less than one inch (1") high.

Zoning Ordinance Sign Standards

Section A36.38.060.D.5 – Downtown Sign regulations – Special Signs

5. Special signs.

- a. **Flags.** Customized graphic flags that convey a message through the use of a pictorial or graphic image and which complement the building design are permitted. Customized flags should be mounted on a decorative bracket attached perpendicular to the building face. Maximum size shall not exceed six feet by ten feet (6' by 10'), and the lowest point of the flag must be at least eight feet (8') above the surface of any sidewalk or pedestrian way.
- b. **Trompe l'oeil.** Life-size trompe l'oeil art painted on the wall surface of a building may be permitted in addition to the signs allowed in the Downtown Precise Plan area. Such proposed art shall be reviewed at the Zoning Administrator design review level to ensure that it does not constitute a sign otherwise allowed or prohibited by this Article and to ensure the art complements the design of the building in color, shape and location on the building.
- c. **Menu holders.** A menu holder is permitted on the exterior storefront of a restaurant. The menu holder shall be limited to the size of two pages of the menu utilized by the establishment. The menu holder shall be located so that it does not impede pedestrians on the public sidewalk. The menu holder shall not be used for additional business identification signage and lettering shall not exceed one inch (1") in height.
- d. **Off-site signs.** Off-site directional signs painted on buildings at the alley intersections to direct pedestrians to businesses down side-streets and/or alleys are permitted with the permission of the building owner. Signs shall be professionally designed and constructed and must complement the color and materials of the building on which they are painted.
- e. **Sidewalk café signage.** In accordance with the Sidewalk Café Guidelines, a sidewalk café may be permitted signs on the café umbrella(s) in addition to the main occupancy frontage signs. Said sign(s) shall be limited to the name of the café business in maximum six inch (6") letter height, and a business logo not to exceed one (1) square foot in area. No generic advertising, such as a product name, shall be permitted. The total signage on an umbrella shall not exceed ten percent (10%) of the area of the umbrella. Any such signs must be as approved in the Sidewalk Café License.

6. Temporary Signs.

- a. **Opening banners.** In addition to the provisions of Section A36.38.060.B.4, professionally designed and constructed banners advertising a new business opening are permitted for a maximum of thirty (30) days. Said banner(s) shall be dated on the sign and shall be removed within thirty (30) days of the posted date.
- b. **Community interest sign, private property.** A single designated area not exceeding six (6) square feet of a single window of an occupancy may be approved to allow display of a maximum of two, ancillary, temporary, professionally prepared posters announcing an event of general public interest in addition to any permanent signs

Zoning Ordinance Sign Standards

Section A36.38.060.D.6 – Downtown Sign regulations – Temporary Signs (cont.)

allowed. Said posters shall not require individual City approval, but shall be dated on the sign and shall be removed within thirty (30) days of the posted date or upon conclusion of the event, whichever occurs first.

- c. Construction sign. No more than one temporary sign, advertising the various construction trades participating in the project is permitted. On a site less than one acre, the sign shall not exceed thirty-two (32) square feet in sign area or six feet (6') in height. On a parcel of land of one acre or more, the sign shall not exceed fifty (50) square feet in sign area or ten feet (10') in height. The sign shall not extend beyond the subject property nor interfere with any traffic safety visibility area of the parcel (in compliance with Section 36.27.14, Corner Setbacks). The sign shall be unlighted. The sign may remain on the property until the last unit is sold, rented or leased or for one (1) year, whichever period is less; provided, however, that the Zoning Administrator shall have the authority to extend the time period for one (1) additional year.
 - d. Real estate signs. No more than one real estate sign per occupancy frontage shall be permitted until a project or tenant space is leased or sold. Maximum sign area per sign shall be nine (9) square feet. Said sign shall be located flat against the building wall or within a window, and shall not project above the eave line. Signs shall be unlighted. Vacant lots may mount the sign on a freestanding monument, located outside of any sight visibility area and so no portion of the sign extends across the property line.
7. Prohibited signs. In addition to the signs prohibited in Section A36.38.050, within the area covered by the Downtown Precise Plan, roof-top signs, cabinet signs, readerboards, banners (except for approved grand opening and civic event signs), balloons, flashing signs, bill-boards, "A"-frame signs, plastic flags, white-/chalk-/black-boards are all prohibited.

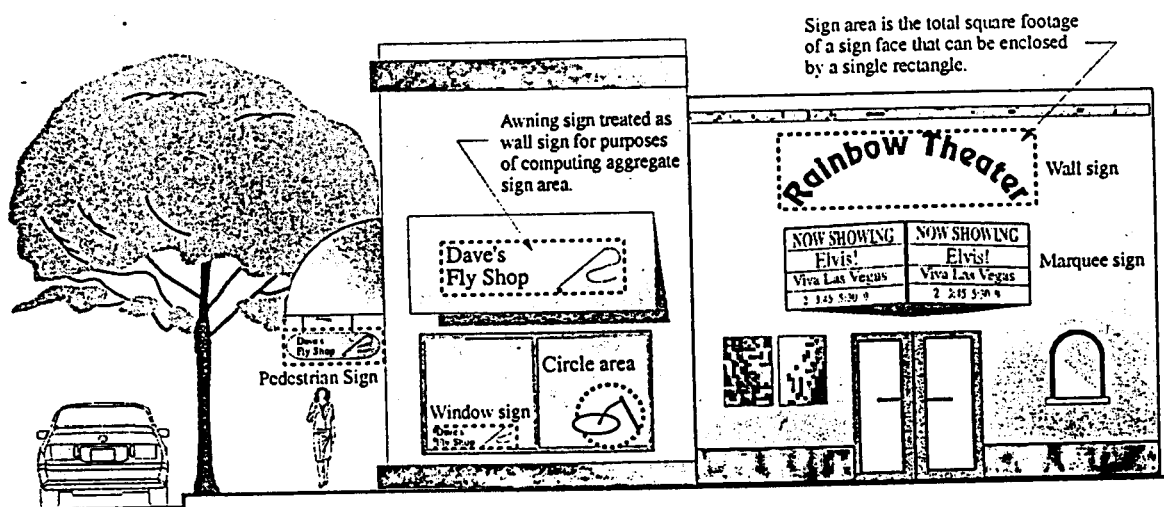


Figure 3-12
SIGN TYPES, SIGN AREA

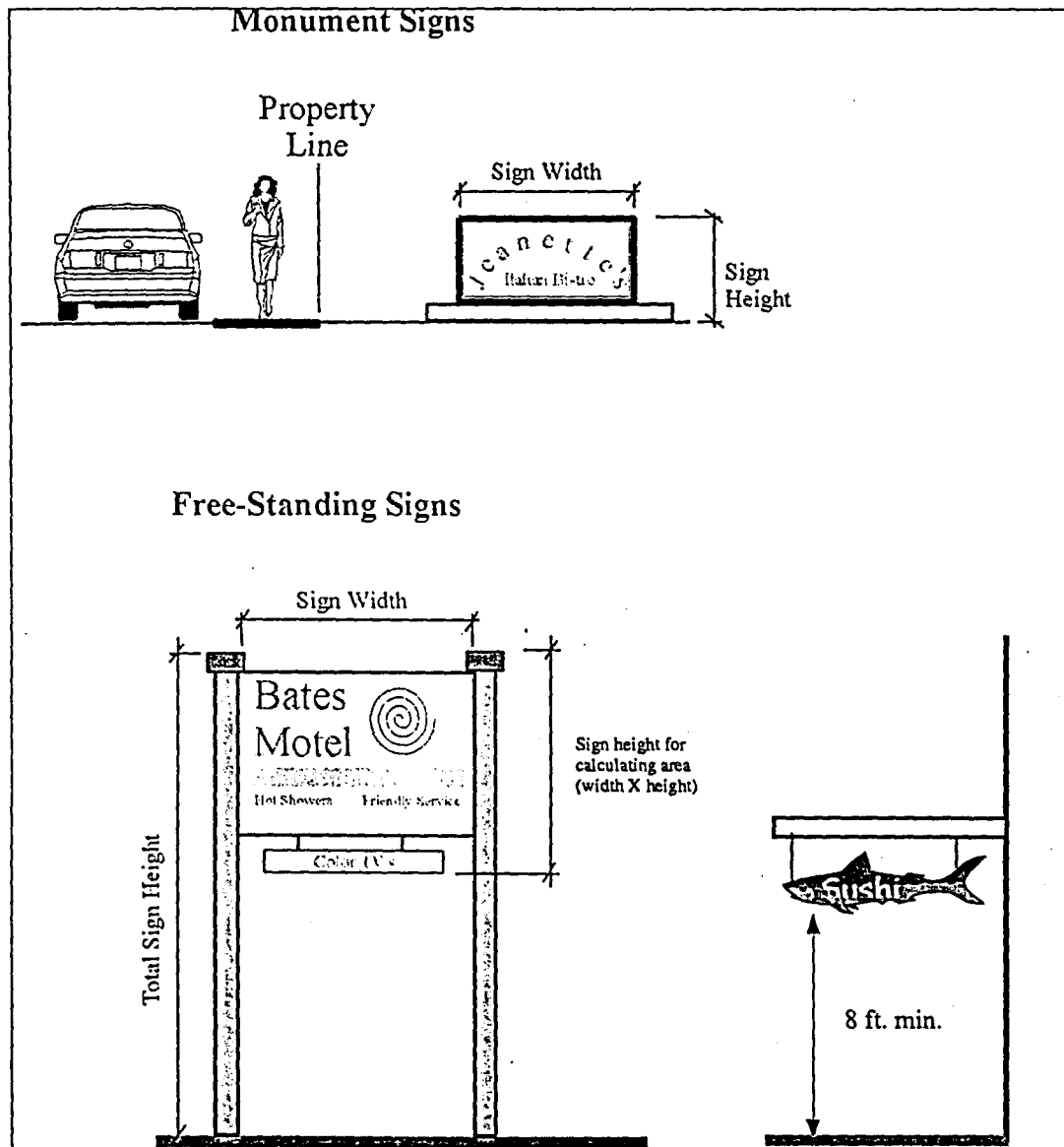


Figure 3-13
MEASUREMENT OF SIGN HEIGHT

Zoning Ordinance Sign Standards

A36.38.070 - Findings

The Zoning Administrator may approve and/or conditionally approve a sign or sign program application in whole or in part, with or without conditions, only if the following findings are made:

- A. The proposed sign is permitted within the zoning district and complies with all of the applicable provisions of this Article;
- B. The sign primarily identifies the business name and does not list multiple products or services;
- C. The sign is in proper proportion to the structure or site on which it is located and as an identification device, does not excessively compete for the public's attention;
- D. The sign materials, color, texture, size, shape, height, and placement are harmonious with the design of the structure, property and neighborhood of which it is a part;
- E. The sign's illumination is at the lowest possible level, which ensures adequate identification and readability, and is directed solely at the sign or is internal to it;
- F. The sign is not detrimental to the public interest, health, safety, or welfare; and
- G. The sign is in compliance with the Sign Regulations in Section A36.38.060.

A36.38.080 - Abatement of Nonconforming Signs

- A. Any additional development of a site, or change of use, occupancy, tenant, or sign copy (with the exception of window signs) shall require that legally established, nonconforming signs be brought into conformance with this Article. Such nonconforming signs are also subject to the time limits established by Section 36.34.050 (Termination of Nonconformance—Time Limits for Signs) which states that any non-conforming sign must be made to conform to these regulations or be removed within five (5) years of the date the sign became non-conforming.
- B. Within the Downtown Precise Plan area, freestanding mural/icon signs which were approved by the Zoning Administrator prior to the effective date of this ordinance shall be permitted to remain indefinitely provided that said sign does not interfere with public access and the sign is maintained in structurally sound condition and paint or other surface treatment remains weather resistant and free of discoloration or other significant deterioration.

A36.38.090 - Removal of Illegally Installed/Maintained Signs

- A. **Permanent/fixed signs.** The Zoning Administrator shall remove or cause the removal of any fixed, permanent sign constructed, placed or maintained in violation of this Article, after fifteen (15) days following the date of mailing of registered or certified written notice to the owner of the property as shown on the latest assessment roll. The notice shall

Zoning Ordinance Sign Standards

A36.38.090 - Removal of Illegally Installed/Maintained Signs (cont.)

describe the sign and specify the violation, and indicate that the sign will be removed if the violation is not corrected within ten (10) days. If the owner disagrees with the determination of the Zoning Administrator, the owner may, within the ten (10) day period request a hearing before the Zoning Administrator to determine the existence of a violation.

- B. Temporary signs.** The Zoning Administrator shall have the authority to order the removal of illegal temporary signs without any notice requirements.
- C. Storage of removed signs.** Signs removed by the Zoning Administrator in compliance with this Section shall be stored for a period of ten (10) days, during which time they may be recovered by the owner upon payment to the City for costs of removal and storage. If not recovered prior to expiration of the ten (10) day period, the sign and supporting structures shall be declared abandoned and title thereto shall vest to the City, and the cost of removal shall be billed to the owner.

A36.38.100 – Severability

In adopting this Article, it was the intent of the City Council that these regulations comply with and be interpreted consistent with State and Federal law. If any division, section, subsection, paragraph, subparagraph, sentence, clause, phrase or portion of this Article is for any reason held to be invalid, unconstitutional or unenforceable, these decisions shall not affect the validity of the remaining portions of this Article. The City Council hereby declares that it would have adopted this Article and each division, section, subsection, paragraph, subparagraph, sentence, clause, phrase and portion thereof irrespective of the fact that one or more portions of this Article be declared invalid, unconstitutional or unenforceable.